



Western Kentucky University
Marketing Campaign 2013-2014

It's all within your reach!



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This catalog contains a selection of some of the pieces created for the 2013-14 "It's All Within Your Reach" marketing campaign. The campaign was completed entirely in-house, from concept to execution, including all market research, graphic design, and media buys. In addition, models and subjects selected for these publications and advertisements are WKU students.

The primary message of the campaign revolved around the total college experience. Students and their parents have high expectations for what the college experience should be. They are concerned about finances, time to graduation, and job prospects after graduation. Students want assurances that they will have access to their advisor and to their professors, and they are curious about campus life and how they can get involved. Parents want assurances that the campus is safe and that the student will have good employment prospects upon graduation. This campaign acknowledges their myriad expectations and creates the promise that it's all within their reach.

Visit the WKU Marketing and Communications website:
www.wku.edu/marketingandcommunications

Or the campaign microsite: www.wku.edu/reach





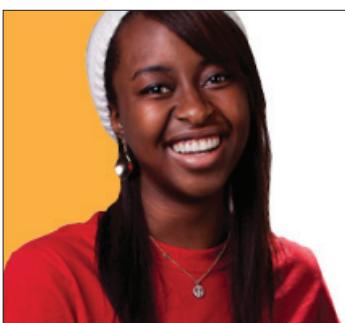
**It's all
within
my reach.**

WKU



**I want
real world
experience.**

WKU



**I want to
prepare for
success.**

WKU



**I want to
impact the
world.**

WKU

600 x 200



**It's all within
my reach.**

wku



**I want real world
experience.**

wku



**I want to prepare
for success.**

wku

600 x 100

1.937 x 9.375

WKU
Glasgow

I want to
earn a degree
**close to
home**



wku.edu/glasgow

For more than 25 years, WKU Glasgow has been dedicated to providing access to higher education and improving the quality of life in the communities that we serve.

WKU Glasgow offers associate, bachelor, and master degrees and certificate programs. Courses are offered in multiple delivery options: face-to-face, IVS (interactive video services) and online.

WKU Glasgow is seeking community partnerships and offers meeting space.

Contact us today for
an academic or career
advising session!

It's all within my reach!



Community College Transfer Scholarship
Deadline: November 1st for spring admission. **Apply Now!**

wku

850 x 77



I want to earn
a degree close
to home.

WKU
Owensboro



I want flexibility
and a degree.

WKU
Glasgow

600 x 315

**Community
College
Transfer
Scholarship**

Deadline: April 1st
for fall admission

Apply Now!

Earn up to
\$4000



For additional information
on transfer scholarships, visit:
wku.edu/scholarship/transfer.php

It's all within my reach!

WKU

600 x 900

**Complete
your
degree
at WKU.**

*It's all within
my reach!*

WKU



600 x 700



Apply for
Housing

WKU

Be Social!

Ask questions!

Visit:
social.wku.edu

Join our
private
community
on Facebook
to **meet** new
friends!

WKU

740 x 330



The screenshot shows the homepage of the WKU website. At the top, there is a red navigation bar with links for About WKU, Academics, Admissions, Athletics, Apply Now, Research, Make a Gift, and Quick Links. The main content area has a white background. On the left, there is a sidebar with links for Information For (Alumni, Current Students, Faculty & Staff, Incoming Freshmen, Parents, Visitors), Academics (Colleges & Departments, Distance Learning, Graduate Programs, Libraries, Majors & Programs, Regional Campuses), Admissions (Financial Aid, Graduate, Request Info, Transfer, Tuition & Fees, Undergraduate), Around Campus (Athletics, WKU Store, Health & Wellness, Housing, Visit WKU, Virtual Tour, WKU Map), Research (Center for Research & Development, Sponsored Programs, Research Foundation), and International Reach (Chinese Flagship, Confucius Institute, International Students, Study Abroad, Chinese Language, ملحوظات لغة الصينية).

The main content area features a large image of a student kneeling on a grassy cliff overlooking the ocean, holding a red book. Below the image is a caption: "Shepherdsville junior, McKenzie Pencive, recently visited Ireland during her semester at Merlinson College in England. Where would you like to live and learn? Click this image to check out study abroad opportunities for WKU students." Below the image are several small circular icons.

On the left side of the main content area, there is a large image of a student with the text "I want to impact the world" overlaid. Below this image is the "safe COMMUNITIES AMERICA" logo.

The main content area also includes two news sections: "News @ WKU" and "Events @ WKU". The "News @ WKU" section shows three news items with small WKU logos: "Wilcots photojournalists to discuss space shuttle program", "18th Annual Jim Wayne Miller Celebration of Writing Nov. 9", and "WKU Week in Photos: Sept. 29-Oct. 3, 2014". The "Events @ WKU" section shows three events: "Oct 9 Fullbright Speaker: The Unfair Construction of Beauty", "Oct 10 WKU vs. UTEP Soccer", and "Oct 10 WKU vs. Marshall Volleyball". Below these sections are "View All News" and "View All Events" links.

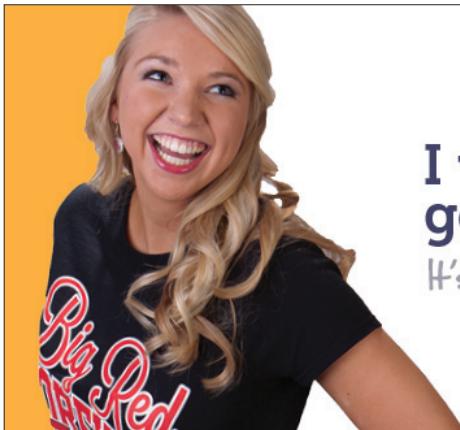
At the bottom of the main content area, there are two sections: "Spotlight" and "Media". The "Spotlight" section features a "Community College Transfer Scholarship" with a deadline of November 1st for spring admission (earn up to \$4000) and a "WKU Psychology" logo. The "Media" section shows a video thumbnail of a police officer and the text "WKU Police debut new uniforms". Below the video thumbnail is a caption: "The WKU Police Department will debut its new look at this weekend's home football game. Amy Bingham has a preview of the officers' new uniforms in this week's View from the Hill." Below the video thumbnail are several small circular icons.

www.wku.edu



I want to lead by example.
It's all within my reach!

WKU



I want to get involved.
It's all within my reach!

WKU



The WKU Freshmen Scholarship Deadline is January 15!

Your application for admission is also your scholarship application.

Apply today: wku.edu/freshmen
#wku19

It's all within my reach!

WKU

600 x 200



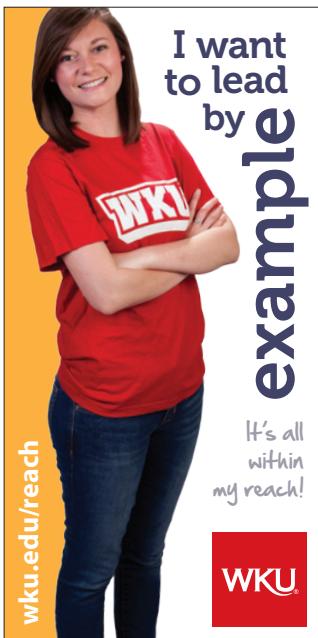
612 x 612



180 x 150



600 x 600



I want to lead by example

It's all within my reach!

wku.edu/reach

WKU

5.16 x 10.25 H L College Guide



I want to make a difference.

wku.edu/reach

Making a difference in the lives of children is Janniqua's ultimate goal. Her experiences in the Honors College and with WKU Forensics, the world champion speech and debate team, are preparing her to do just that. At WKU, she is more than a number or a grade. She's part of a close-knit community that has taught her that hard work leads to great success!

It's all within my reach!

JANNIQUA DAWKINS
Miami, FL

WKU

5 x 9.70 C J College Guide



I want to lead by example.

THE SPIRIT OF ENGAGED EXCELLENCE

Seeing the world and exemplifying the ideals of WKU are Sarah's main objectives. Being an Honors College scholar and studying abroad at Harlaxton College are just two of the ways she is reaching those goals. At WKU she is part of a community that encourages her to experience all the world has to offer!

SARAH STACKHOUSE
Bowling Green, Ky

WKU HONORS COLLEGE
www.wku.edu/honors

facebook.com/wkuhonors
@wkuhonors
@wkuhonors

8.125 x 10.875 Kentucky Monthly



I want to make a difference.

THE SPIRIT OF ENGAGED EXCELLENCE

Making a difference in the lives of children is Janniqua's ultimate goal. Her experiences in the Honors College and with WKU Forensics, the world champion speech and debate team, are preparing her to do just that. At WKU, she is more than a number or a grade. She's part of a close-knit community that has taught her that hard work leads to great success!

JANNIQUA DAWKINS
Miami, FL

WKU HONORS COLLEGE
www.wku.edu/honors

facebook.com/wkuhonors
@wkuhonors
@wkuhonors

10 x 13.5

I want to set the stage

WKU

It's all within my reach!

wku.edu/reach

5.5 x 8.5 On Stage 4 color

I want to impact the world

wku.edu/reach

It's all within my reach!

WKU

8.375 x 10.875 Com. Ed. Magazine

I want to earn a degree close to home.

WKU Community College Transfer Scholarship
Deadline: April 1st for fall admission.
[Earn up to \$4000]

Contact us today for an academic or career advising session!

It's all within my reach!

wku.edu/owensboro

WKU Owensboro

AMANDA Finance

8.75 x 11.25 Parent Magazine

I want to earn a degree close to home

It's all within my reach!

WKU Glasgow

wku.edu/glasgow

3.22 x 5 black and white Kentucky Magazine



I want to earn a degree close to home.

WKU Community College Transfer Scholarship Deadline:

November 1 for spring admission. [Earn up to \$4000]

Contact us today for an academic or career advising session!

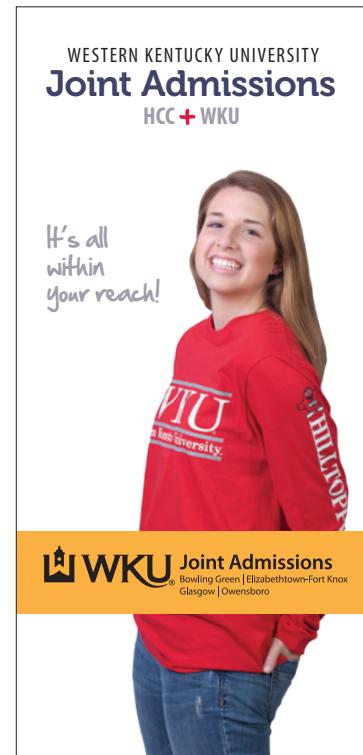
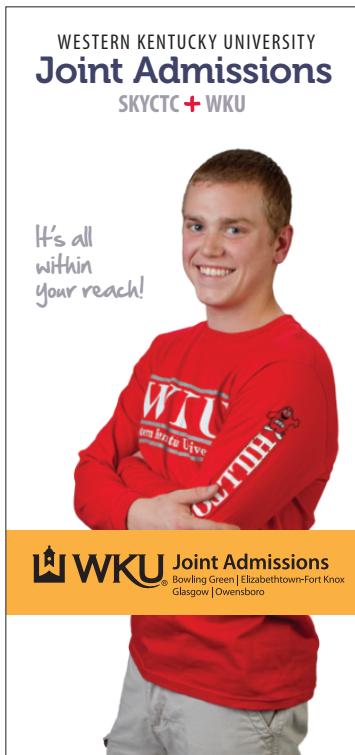
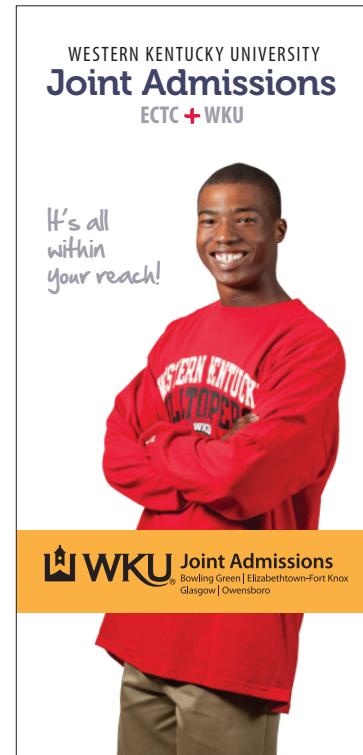
RPC room 130 | 270.706.8870

*It's all within
my reach!*

wku.edu/etown-ftknox



10 x 5 - 2 spot color





Business Card - Social Media

wku.edu/etown-ftknox

I want flexibility and a degree.

For more than 50 years, WKU Elizabethtown-Fort Knox has been dedicated to providing access to higher education and improving the quality of life in the communities we serve.

WKU is ranked #1 in Kentucky and #7 in the nation as a Best For Vets 4-year college by *Military Times Edge Magazine*, and has been designated as a Military Friendly School every year since 2009 by *G.I. Jobs Magazine*.



WKU Elizabethtown-Fort Knox Offers:

Wide Selection of Degrees: Bachelor's degrees, master's degrees and certificate programs.

Flexible Course Delivery Options: Face-to-face, IVS (interactive video services), on demand and online.

Special Tuition Rate: All active duty service members from all branches receive a special tuition rate of \$250 per credit hour.

Course Credit for Military Experience and Training: Contact an advisor for a free transcript evaluation.

Textbooks for Troops: For eligible military students, you may qualify for free textbooks that are loaned to you.

Contact us today for an academic or career advising session!

It's all within my reach!



Fort Knox
Briscoe Hall Bldg. 1174 | 270.351.1192

Elizabethtown
610 College Street Road | 270.706.8870



8.5 x 5.5 Enrollment Management



8.5 x 5.5 Enrollment Management



8.5 x 5.5 Housing



8.5 x 5.5 Freshman Scholarship



8.5 x 5.5 Enrollment Management



8.5 x 5.5 Enrollment Management



sizes vary



Prepare
for **success**

WKU | wku.edu

Lead
by
example

WKU | wku.edu

It's all
within
your
reach

WKU | wku.edu

WKU®

wku.edu



WKU TV :30
WKU Experience
<http://bit.ly/1psrzC9>

I want my college experience to be fun...
Diverse...and academically challenging.

I want a school...
That impacts the world
Is Welcoming
Affordable and provides a safe
Memorable and
Personal experience

A place where my professors know
my name and where I feel right at home

But most of all, I want to find the key
To a successful future

It's all within my reach
At Western Kentucky University

WKU TV :30
Major Decision
<http://bit.ly/1yaTO7p>

Choosing a college is a major decision.

So why did I choose WKU?

Because at WKU I learn from professors
who are experts in their field.

I'm encouraged to study abroad,
And make the whole world
my classroom...

Where I get real-world experience

Doing exactly what I want to do.

And where I have all the tools I need
to prepare for a successful future.

It's all within my reach at
Western Kentucky University

WKU TV :30
More than a beautiful campus
(in production)

WKU is more than a beautiful campus
It's a place where I'm encouraged
to get involved
in the things that interest me the most.
Where I can stay fit and active, and
hang out with the coolest mascot around.

Where I'm encouraged to be a leader
both in and out of the classroom.
And where I'm making friendships
that will last a lifetime.
But don't just take my word for it.
Come experience it for yourself!

It's all within your reach at
Western Kentucky University.

:30 Radio Script – *It's all within my reach - v1*

Where to go to college is a MAJOR decision. So why did I choose WKU?

Because I want a school that's academically challenging and that impacts the world.

A place where the opportunities are endless, yet it's affordable and provides a memorable and personal experience where my professors know my name.

But most of all I want to find the key to a successful future.

It's all within my reach

At Western Kentucky University

Visit wku.edu to learn more.

:30 Radio Script – *It's all within my reach v2*

Where to go to college is a major decision. So why did I choose WKU?

Because at WKU my professors are experts in their field.

I'm encouraged to study abroad...and make the whole world my classroom,

And I get real-world experience doing exactly what I want to do.

Most importantly, I have all the tools I need to prepare for a successful future.

It's all within my reach

At Western Kentucky University

Visit wku.edu to learn more.

:30 Radio Script--*It's all within my reach v3*

There's something special about being a Hilltopper. It's more than a beautiful campus...it's knowing I'm getting real-world experience doing exactly what I want to do.

It's feeling safe to express myself in an academically challenging environment that helps me impact the world.

It's learning from professors who are experts in their field, yet still know my name.

A place where opportunities are endless, and I have all the tools I need to prepare for a successful future.

It's all within my reach at WKU. Apply now for Spring 2015 admission!

Visit [WKU dot edu](http://wku.edu) to find out more.



It's all within your reach!